

The PENTAGON

Published By and For the Employees of the



Central Power and Light Company

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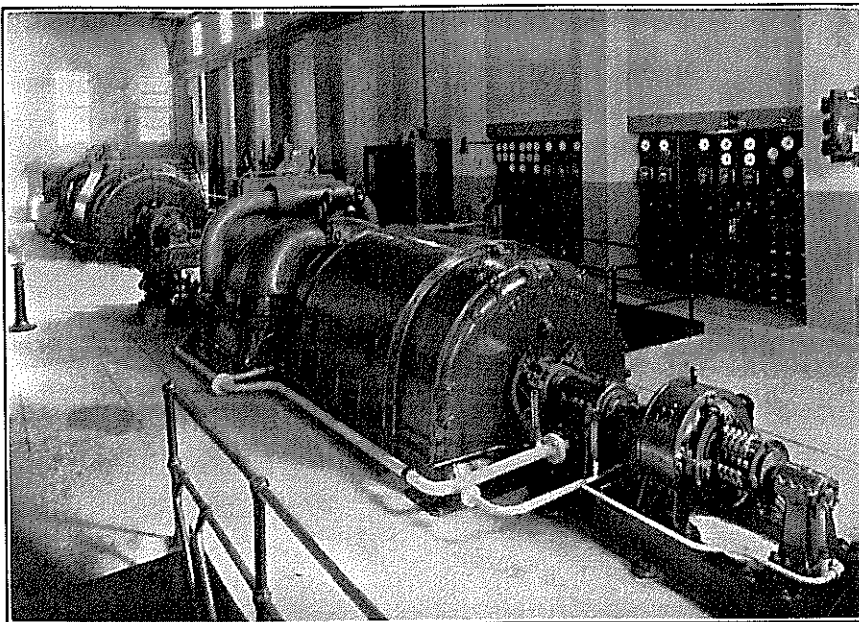
Henry Ford's Opinion of Private Ownership

In an interview with Mr. Frank R. Innes appearing in the "Electrical World" for January 26, Mr. Henry Ford expresses his belief in the benefits to be derived from utility holding company organizations and indicates his disapproval of government ownership and operation in any industry.

"Industries," said Mr. Ford, "are not independent; they depend on each other, like persons. They do not exist; they co-exist. As an individual succeeds and performs a useful service in the world, by the exercise of his faculties and energies in co-operation with those of his fellows, so an industry succeeds with the help of, and by being a help to, all other industries. It may be, as is the case with electric utilities, that this can best be accomplished by the combination of units into operating, management or financial groups or into groups that include one or two or all three of these functions.

"From all angles, I would say that the grouping of electric utilities is logical for the economies it achieves and it is desirable for the good of the nation. I look forward to the not distant date when the whole land will be woven into an economic unity by the transmission and distribution lines of electricity systems.

The political control of any productive mechanism," he says, "has no possible end but inefficiency and failure. This



Interior view of the Victoria generating station showing the main turbo-generator units and controlling switchboards. The 3000 kilowatt unit is in the foreground and behind it is the new 6000 kilowatt unit, now in operation.

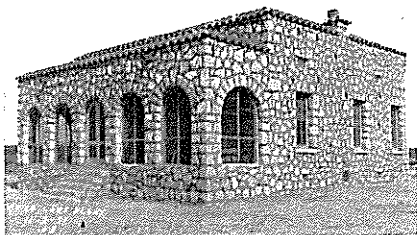
is not opinion; it is experience. In theory the idea of political ownership and operation seems plausible, but it fails in practice. The law of the land is not so swift to the punishment of wrong or vicious business practices as is the unerring economic law.

"Private enterprise is the road on which progress travels; that is, if any enterprise can be called 'private,'" he continued. "Back in the beginnings of the light and power companies the element I heard more discussed was Service. How we used to stir ourselves to recommend electric light and power to the people by giving them service! Well, service is always a public result, but it requires people with a strong personal pride, interest and ability to make service possible, especially in business where initiative is required. Progress is personal effort personally applied for personal good. Somehow, politically controlled and operated enterprises have not been able to draw out this kind of personal effort."

Power District No. 2 Making New Records

With a KWH output of more than a quarter of a million a day, an increase of 400 per cent over that of this time last year, Power District No. 2 is operating at very nearly 100 per cent load factor. The capacity load of this district is caused, primarily, by the operation of twelve of the Illinois Pipe Line Company's oil pumping stations. Twenty-four of the twenty-six 400 horsepower motors used to pump this company's oil are now in operation.

Power District No. 1 is operating with approximately 40 per cent more load than it carried at this time last year. This increase results from the taking on of the new gravel pits at Eagle Lake and Victoria and the new oil field at Luling. Three new transformers of 2000 KVA capacity are being installed to adequately take care of the additional load at Luling.



Above is pictured one of the two stone bungalows erected close to the Devil's Lake hydro plant to house the plant operators and their families.

PENTAGON

Published By and For the Employees of the Central Power and Light Company

General Office - - - San Antonio, Texas

Dwight A. Carlsen - - - - - Editor
Mary Edwards - - - - - Associate Editor

Public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed. Consequently, he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions.—Abraham Lincoln.

Men Who Served

EDITOR'S NOTE: In the memory of Mr. George D. Armistead, whose death occurred on September 19, 1928, the "Pentagon" reprints one of Mr. Armistead's last editorials, which appeared in the February, 1928, issue of this publication—a tribute to the two illustrious Americans whose birthdays occur in this month.

February, the shortest month of the year, is also the most remarkable month in the annals of American history because it harbors two very distinguished days, one of which is a legal holiday by act of Congress, and the other a legal holiday in many states by writ of legislative statute, and even more of one by popular usage. On the 22nd day of this month 196 years ago, there was born in a Virginia home one destined to be the "Father of his Country" and the first President of a Republic which has come to be the mightiest commonwealth in all the files of time. On the 12th day of the month, 77 years later, there came into the world a second American who was to emblazon the world with his ruggedness and honesty, and was to save the Republic that Washington had carved from the dreams and conscience of genius.

Generically, George Washington and Abraham Lincoln were sprung from the same stock—Saxon and Norman and Dane, transformed in Britain's melting pot into a composite breed that has planted enduring footsteps on every continent and in every ocean. Literally, there could be no parallel drawn in their origin or the manner of their birth. Washington came from aristocratic lineage, of a race that challenged and dared and that, "though rarely hating ease, yet rode with Spottswood round the land and Raleigh over the seas." Lincoln was poverty's child. The Manger itself was not humbler than the squalid cabin among the Kentucky hills where a career brighter than that of any monarch of history was started. The blended achievements of

these two men, so dissimilar, yet so alike—utterly unlike while still one in character, in purpose and in accomplishment, afford no finer proof that America has been, is, and always will be, the spot of equal opportunity.

Washington taught the earth an unforgettable lesson in political liberty. Lincoln drove into every mind the unlying thought that every other issue must be subordinate to human freedom. Without them there can be no government of equality or of opportunity. And Washington the patrician and Lincoln the commoner from youth to their deathbeds put into action the sentiment forming the crest of an illustrious prince, "I Serve." In service they shone and in service they triumphed. Service to their country; service to mankind; service at the hour; service for the centuries.

Wrote Lincoln: "I do the very best I know how; the very best I can; and I mean to keep doing so until the end." He lived that from boyhood until the tragic finish that set a Nation to weeping. That was his conception of service. Homely, yes, but Holy, also. Lofty his theme, lofty his deeds. But not more than Washington's. The last survivors will look back at the final hour to that picture of travail at Valley Forge, of Washington on knees in the snow. The inspiration granted there meant much for humankind; but not a whit more than the lifelong martyrdom Lincoln so freely gave. Service! It is far easier to measure the sun than to weigh the sphere of Service.

It is not improper to recall that there is not a well-managed utility today without a vision of service patterned along the lives of these two American Immortals. This company's eternal slogan is contained in a quotation from Lincoln. Its employees are urged to talk service, breathe service, live service. Opportunity for service brought it into being. Without service it will not long exist. As Washington and Lincoln served, let us serve and "keep doing so until the end."

Washington

Hail, natal day of Washington!
Hail, hail, with each returning sun!
From north to south in every clime
Ring every bell in fullest,
grandest chime.

Great Washington, thy country's
sire,
Thy name shall every heart inspire;
Thy memory sacred shall abide,
Thy monument thy glorious
country's pride.



Company Begins Sale of Ice Refrigerators

For some time the subject of ice has been thoroughly and scientifically studied by the Central Power and Light Company. As a result of the knowledge thus gained, great benefits have been passed on to its ice customers, among which benefits are better ice, lower prices, more efficient delivery and more courteous service.

However, even these marked improvements did not satisfy the company for it realized that even with these a customer still did not obtain the greatest good from a cake of ice if that cake was placed in a poorly constructed and improperly insulated ice refrigerator.

Consequently company experts set about to make a careful observation and an intensive search of the country's ice refrigerator market, that they might select a cabinet which they adjudged most efficient and adequate.

Such a choice has been made and arrangements with local dealers are being made whereby this carefully selected refrigerator will be offered for sale to the company's customers. By this plan both the Central Power and Light Company and the local dealers are promoting the sale of a better ice refrigerator, known to be efficient, which will enable the company's customers to enjoy the fullest benefits from ice.

—(CPL)—

Teacher—"James, why is the English language called the 'mother tongue.?'"

James—"Because father never gets a chance to use it."

—(CPL)—

Rastus—"Quick, Sam, a wildcat jes' run into yo' house where yo' wife am."

Sam—"Well, he'll jes' hab to git out de bes' way he kin—dat's all."

Winter Garden Crops Fill Northern Marts

Activity in the Winter Garden District is at its height these days, as its crop of winter vegetables is harvested, marketed and shipped.

At Crystal City, which is the chief shipping point for the Winter Garden, and which is considered as the largest shipping point for spinach in the world, there were some record movements made during January. During this month 1020 cars of spinach and mixed vegetables had been moved. During December, 218 cars were moved which made a total of 1238 cars for the season up to January 31. This was an increase of about 300 cars over the number moved during the same period last year.

Within a comparatively short time the Winter Garden has won national reputation for itself and the entire state of Texas by the excellence of its winter vegetables.

This is particularly true of its spinach, the so-called "green gold" of Texas. From a standpoint of both quality and quantity, it holds first rank in the country. More than one-third of all the spinach grown in the United States comes from the Winter Garden District.

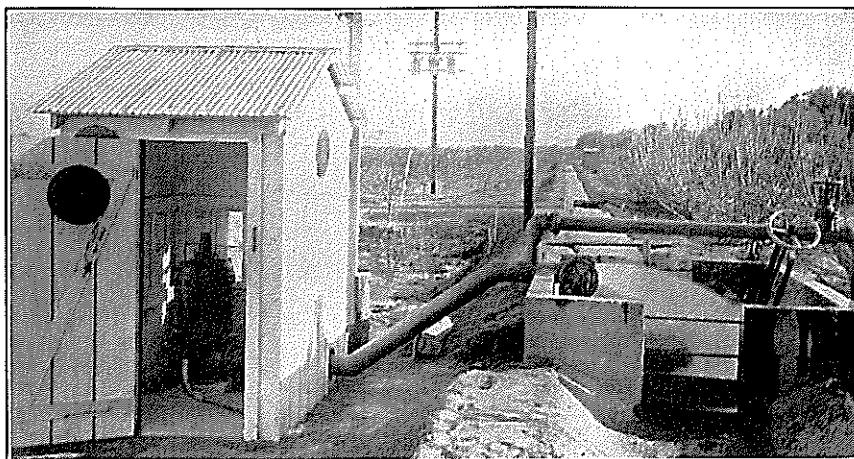
Onions, cabbage, carrots, beets, sweet peppers and numerous other similar type vegetables are also successfully raised and equal in fineness the qualities of the spinach.

It was only after some experimenting that it was found these winter vegetables could be so successfully cultivated and so timely fitted into the cotton crop. Cotton, it was discovered, could be planted and harvested after the winter vegetables had been grown and removed.

By this diversification the Winter Garden District is not only vastly enlarging its financial resources by a year round income, but it is also greatly enriching its soil.

Had it not been for irrigation the cultivation of vegetables could never have been accomplished with any degree of success. From a small beginning the system of artificial watering has grown until a large portion of the Winter Garden is dotted with irrigation wells. As each year shows an extension of the irrigation system, so each year shows an increased acreage of winter vegetables planted and the wonderful possibilities of the agricultural industry in this territory become more and more apparent.

A very likely industrial development of the Winter Garden District is that of large canneries, which will be only the natural outcome of the extensive and successful vegetable cultivation. Every physical characteristic of the district



Here is a practical example of one of the ways that electricity works on hundreds of farms in South Texas. The above is a picture of E. W. Hayes' electric irrigation pump installation near Crystal City.

makes for the practicability of such a development.

With this in mind it is no wonder that the Winter Garden is going in more and more each year for the greater cultivation of these winter crops, which have already attained for the district a front place in the ranks of fine vegetable growers.

—(CPL)—

Unusual Record Made By Pearsall Employee

Not a day's absence, not a moment's tardiness, not a single accident, not one complaint registered—and increased ice sales! That is the enviable record of W. G. Wright of Pearsall during his seven months employment as local ice delivery salesman at that place.

Entirely unexperienced in that line of work, Mr. Wright became associated with the Central Power and Light Company in April, 1928. His splendid record indicates what may be accomplished by painstaking application to business and pride in one's work.

Mr. Wright was recently made plant operator at Pearsall, a position he will no doubt fill as capably as he did that of ice salesman.



Read the article above this picture and you'll know why W. G. Wright, ice plant operator at Pearsall, is smiling.

Managers' Meeting Follows Revised Plan

A plan was recently inaugurated which departed from the customary practice of holding the Annual Managers' Meeting in San Antonio.

The new plan called for the holding of a meeting in each district, at which the District and Local Managers, and as many district employees as possible, could gather together with officers and department heads from the General Office to discuss pertinent company problems.

One of the primary reasons for trying this plan was to eliminate the large cost of a general meeting in San Antonio. In addition to this, however, the experiment was thought to be practicable and worthwhile because it would allow a more intimate discussion of the particular conditions existing in each district, and because it would enable more employees to take part in these discussions.

The meetings were scheduled over a period of several weeks starting from the second week in January and with their completion the general consensus of opinion is that the new plan worked splendidly and that many benefits were derived from it. The General Office members who were present at all of the meetings are very enthusiastic over the results.

—(CPL)—

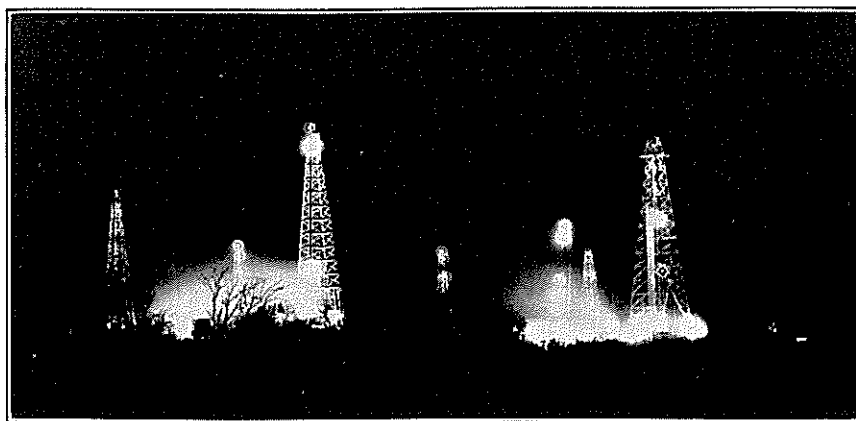
"Where did you first become acquainted with your husband?"

"The first time I asked him for money after we were married."

—(CPL)—

"What's the trouble, son?" solicitously asked the electric lineman of his three-year old boy.

"Daddy," answered the child, "I picked up a little bug, and one end wasn't insulated."



Electricity plays its part in the development of the new oil field at Luling. The above picture is evidence that activities do not cease when the five o'clock whistle blows.

Luling Is In Midst of Development Boom

Ceaseless activities are evident in Luling these days, as the new oil development in that place goes steadily forward.

Building in the town proper is going on at a great rate, about 150 residences and business houses being in the course of construction at the present time. A greatly increased number of people are in town which has necessitated the opening of three new cafes.

Inbound freight movements are very heavy, many blocks of right-of-way on both sides of the railway tracks being stocked high with steel derricks, heavy timber and unjointed flow and storage tanks.

Through the middle of the new oil field, which extends north from Luling for about six miles, there runs the Central Power and Light Company's 11,500 volt transmission line. From this line power is being obtained by many of the companies for drilling purposes. A well can be electrically drilled to a depth of about 2500 feet in ten days. The cost to drill in this way is approximately sixteen cents per foot, which is about half of the cost of drilling by any other method. Up to February 2, seventeen connections had been made in the oil field by the Central Power and Light Company.

The wells drilled approximate 2500 feet depth and average 200 barrels a day. Most of the oil is obtained from the Edwards line.

Practically all of the water used for drilling purposes is also being furnished by the Central Power and Light Company. The water supplied amounts to about 6,000,000 gallons per month.

While the oil field develops and Luling thrives, the farmers in the surrounding territory are having splendid crops. Bank reports show two institutions whose deposits double those of last year. It is estimated from known transactions that

an amount exceeding \$1,500,000 has changed hands in oil leasing and royalty trading.

—(CPL)—

Purchasing Agents Convene in Dallas

The first meeting of utility purchasing agents ever held in Texas convened in Dallas on January 18 and 19.

Fifteen buyers for the largest power and light properties in the states of Louisiana, Oklahoma, Arkansas and Texas were in attendance and organized a group to be known as the Southwestern Purchase and Stores Division of the National Electric Light Association. H. C. Loehr, who is chairman of this division, presided at the meeting.

Actual working methods and conditions relating to material, accounting problems, discount dates, personal purchases and store room practices were discussed in detail. The meeting proved to be so interesting and so valuable, that it was decided to hold another one in March. This will be held in San Antonio, preliminary to the general meeting of the N. E. L. A. in Hot Springs, Arkansas.

THE MOST SHOCKED MAN

Editorial Taken from the Texarkana Gazette.

"Talk about being shocked! Norman Douglas Ellis of Toronto holds the record. He had an electric current shot through him, equivalent to 5000 horsepower. The interception of that current by Ellis' body wrecked the power plant he worked in, cut off the electric supply of 28 towns and left the victim suspended in mid-air, one leg twisted around a wooden ladder and one foot welded to an iron pipe by the nails in the sole. That foot and the man's face were terribly burned. He was scalped. Moreover, he was dead. There was no doubt about it.

"The hydro-electric men, however, as is their usual practice, ignored the doctor's verdict, and worked over Ellis by artificial respiration. A man is never dead, they say, until rigor mortis—death stiffness—sets in. In a few hours he was breathing. In a few days he was conscious again, with a terrible headache. And he lived.

"But that headache meant something. His skull had been burned inside as well as outside. Eventually necrosis of the bone set in, and all the skull except the forehead had to be removed. The doctors grafted skin over the bare brain, and fitted over it a rigid cap of green bakelite.

"Ellis is probably the only man living—the only man who ever lived—with an artificial skull. He wears a wig over the bakelite. He is back on the job in the power plant again, doing a man's work, as chipper as ever, and driving his own car.

"A wonderful triumph of science, this! A demonstration, too, that for strange, new perils created by man's new mechanical devices, man can find strange, new remedies. A wonderful demonstration, also, of how tough the human system really is. The soft, delicate brain stuff stands more than copper and iron."

MERCHANDISE SALES

District	Month of January		Year to Date	
	Total Sales	Sales per meter	Total Sales	Sales per meter
Rice Belt	\$ 6,657.75	\$2.51	\$6,657.75	\$2.51
Winter Garden	3,674.08	2.26	3,674.08	2.26
Del Rio	2,436.05	2.10	2,436.05	2.10
Marfa	1,924.89	2.02	1,924.89	2.02
Guadalupe	6,449.41	1.62	6,449.41	1.62
Laredo	3,287.39	1.61	3,287.39	1.61
San Antonio	2,847.45	1.45	2,847.45	1.45
Valley	6,127.02	1.16	6,127.02	1.16
Victoria	1,338.00	.99	1,338.00	.99
Gulf Coast	3,793.75	.58	3,793.75	.58
TOTAL.....	\$38,535.79	\$1.40	\$38,535.79	\$1.40

DISTRICT NEWS SECTION

GENERAL OFFICE

CHARLOTTE KIEFFER, *Correspondent*

We would like to know what the attraction is on the eighth floor, particularly in the Correspondence Department, for A. C. Cooke.

We suggest that Chesley Redus establish a taxi line, as we anticipate he would do very well judging from the number of General Office employes that dismount his Chevi each morning. (Girls! his route is via Tobin Hill).

Munroe Edwards is an accepted diplomat—he says “San Antonio has mighty pretty girls”.

That fella' with the loud suspenders, better known as Willie McGough, has joined the ranks of happy home owners. However, he is not joyfully looking forward to mowing the grass.

We hereby announce we have a Galli Curci in our midst. We doff our hats to Ruth Eppner.

Hark! Wedding bells tolled out the happy story: Edna Boas and Jack Nasamer were married Saturday morning, February 2. May happiness be theirs always.

The mystery of Dwight Carlsen purchasing ice tickets has been solved. He is enjoying the companionship of his mother.

Should anyone see Alice Huebner acting as though she had been in an ant bed, don't be alarmed—she's just practicing jumps for basketball.

Notice: Ruth Henson can be found any day during the noon hour, in Kress' purchasing culinary ware.

That “after a Chesterfield” expression on L. Hartman's face is because he receives nice “fat” pink, perfumed letters each day.

Brooks Woolley has a “gigantic worry”. It seems some one accidentally forgot to put his name on the payroll, even tho' he has been doing some REAL work.

Alice Wendell has been receiving mysterious phone calls that give her a thrill. The voice sounds sorta' like thunder, but to her it sounds like tinkling music.

The latest interests of Annice Pearce are in Georgetown. It was great to see her lugging a “carpet bag” down one of our popular avenues, leaving for the week-end.

Jessie Wallace needs a visit to the farm. She saw some cow horns in Mr. Neiswanger's office and asked Mr. Klaerner “who killed the deer?”

S. Fessenden is back in the office for a while, resuming his duties on “ice”, but he seems very interested in lumber. SHE must be heiress to a lumber yard.(?)

Hugo Werner must have been reading “Scotland Yard Tales”. He is always telling of his horror of going to jail.

C. T. Gilliam is a rival to Mr. Pallisard's baby. The doctor gave him a clean, 100 per cent “bill of health” certificate.

Although Tom Pierce is a diligent student at night school, he never forgets to “phone a certain Dorothy.

There's a certain girl who could surely tell us how Buddy Schaefer's new Pontiac rides.

B. C. McConnell, we are sure there are better places and times to display affection than on Broadway in the daylight.

It is needless to explain why E. H. Schmuck looks all pleased and preoccupied, as Cupid is implicated.

The January meeting of the Women's Committee was held in the Y. W. C. A. building. Ella Ahr was acting chairman and she deserves praise for the successful business meeting. It is hard to believe that a talk on the electric iron could cause so much discussion and so many questions. Our guests of honor were: A. R. Kennedy, “Judge” Wilson and Z. V. Carson.

C. C. Seegar must have a “champagne” feeling. He used a dollar bill to clean his “specs”.

It must be wonderful to feel the way M. A. Perrenot looks when he's driving around in his new “fiacre”. Bet we couldn't buy him with a million pesos.

Alice Gay believes in new cars—her latest is a Pontiac cabriolet.

“Red” Hughes, a new member of the Accounting Department, had a terrible time until he realized that Gene and Luter Waggener were twins. He couldn't understand why he'd receive a friendly nod one day and none the next. How about a checkup on the personnel, “Red”?

Bill Hill ought to be “chesty” according to newspaper reports of the undefeated girls' basket ball team he is coaching.

We were pleased to have as our visitors, F. E. Kruesi, G. W. Hamilton and A. J. Authenreith of Chicago, also J. C. Kennedy of Dallas.

We understand that Major Buell of Mid-West Utilities, and B. Schroeder of Sargent & Lundy Company, both of the “Windy City”, enjoyed a marathon game of golf in Corpus Christi.

—(CPL)—

Father (to youngster, just put into bed)—“Now what are you crying for?”

Son—“I wanna drink.”

Father—“So do I; go to sleep.”

GULF COAST

EMILY KERRIDGE, *Correspondent*

Hal Ellsworth of the General Office is in the market for cigar lighters. If anyone knows where he can purchase one for \$2.00 or \$2.50, please communicate with him immediately.

William M. Schmitt has returned to the Gulf Coast District, and is greeting his friends here. Perhaps many of you will know Mr. Schmitt as “Smitty”. He has been in Del Rio during the last few months.

Our town of Agua Dulce is getting much press notice through its oil and gas field. A monster gas well has just been brought in at a depth of 1971 feet.

Alice Schuetze and Z. V. Carson of the General Office, chaperoned Mrs. Florence Tate of the Dallas Office, and Miss Sophia Maliki of the Chicago Office, through the Gulf Coast District and to the Valley, arriving in Corpus Christi the evening of January 12, and leaving before noon of January 13.

Mr. and Mrs. Morton attended our district safety meeting. It was at this meeting the service pins and buttons were presented.

M. A. Ray, W. P. Gilder and J. T. Persons were among our interesting visitors during January.

L. A. Pallisard and G. Menger of the General Office, were in Corpus Christi on January 19. We are looking forward to having Mr. and Mrs. Menger make us a real visit.

The Managers' meeting, held in Corpus Christi, Gulf Coast District, on January 25 and 26 was a very interesting one. The meeting was well attended. Holding the meeting in the district made it possible for many employes to attend who have never before had the opportunity, and those in attendance expressed their appreciation of this opportunity, and felt they derived a great deal of benefit during the two days. The meeting was presided over by E. B. Neiswanger, who made some most interesting and instructive remarks. Others who took part on the program were: J. T. Persons, General Engineer; M. A. Ray, Statistician; W. P. Gilder, Refrigeration Engineer; L. A. Pallisard, Stores Department; G. Menger, General Auditor; E. B. Rhodes, Assistant Treasurer; T. A. Gunn, Purchasing Department; J. B. Morton, Safety Director; L. C. Picnot, Safety Department; J. R. McCoy, Commercial Department; F. W. E. Weisse, Superintendent of San Antonio Shops.

The Gulf Coast group has suffered a number of sad bereavements recently.

On January 17, Dewey Thigpen, of the Stores Department, lost his father. Dewey has the sympathy of all the district in his bereavement.

Funeral services for Waldo Symonds were held at the Presbyterian Church on Friday, January 25, at four o'clock in the afternoon. His death came as a great shock to his many friends, as he had seemed so much better. To his wife, mother, father and sisters, we extend our deepest sympathy.

All employes are extending sympathy to Mr. and Mrs. W. H. White, and Mrs. Violet Morgan because of the loss of their little son and grandson, Larry Morgan. Larry was just two and a half years old, but we all knew and loved the little fellow for the precious baby he was. Larry was only ill a few hours, and was taken on Tuesday, January 29. Mrs. Morgan was formerly employed at the local office, Corpus Christi.

—(CPL)—

SAN ANTONIO

C. F. MOTSCH, *Correspondent*

Things have been pretty quiet in this district during January. Probably the after effect of the Christmas season.

Claude Williamson has taken over the duties of cashier at Devine. From all reports he is getting along fine.

Bertha Taylor is a newcomer to our organization and is taking Miss Eiband's place at Pearsall. Miss Eiband has been transferred to the District Office, where she in turn took Mrs. Matthews' place. Mrs. Matthews was forced to leave work on account of her health.

Grace Covey is also a newcomer. She has relieved Mrs. Rutledge as cashier at Pleasanton.

At this writing Cecil Eiband is sick with an attack of flu.

Gus Doerffler, cashier at Comfort, has been spending a week in Pearsall teaching Miss Taylor the mysteries of a cashier's job.

Max Flach, our plant operator at Comfort, spent part of the month at Bandera overhauling the engine.

Mrs. Pearl Spencer, the company's home service expert, has been with us the past two weeks calling on our range users. We agree with "Judge" Keithley, our hats are off to her.

We have had an unusual run of visitors from the General Office this month. First, a committee consisting of G. Menger, M. A. Ray, W. P. Gilder, D. E. Woods and J. T. Persons called on us. Then Mr. Voigt, Mr. Exelby and Mr. Mead honored us with a call.

On the 10th and 11th we had our Managers' meetings at the Plaza Hotel. Attendance was almost 100 per cent, Mr. Carlton, manager at Bandera, being the only one absent. He was sick in bed with flu.

VALLEY

L. F. BOLING, *Correspondent*

Gertrude Delp has been helping get things straightened out in Harlingen so that we can open our new office there. She spent some time in the Valley Baptist Hospital prior to joining the office force. But they state they are going to open the office on schedule time, thanks to her speedy recovery.

Mr. and Mrs. Flint Harris have moved from San Benito to Harlingen. Frank Haughton has been transferred from the Harlingen office to the San Benito office.

Thanks to Lillian Gurley for the newsy items from our new member of the family at Harlingen.

The ice vault at Elsa is nearing completion. This is a 200 ton vault and ought to cool things off up there some. Elsa calls our attention to the fact that it is now getting to be some shipping point. Up to January 18, Elsa and Edcouch had shipped 401 cars of produce, while Weslaco had a total of 353 cars and Mercedes was next with 332 cars.

Mr. Bates had some guests this month. Mr. and Mrs. G. C. Neff and Mr. and Mrs. Tarnitzer of Madison, Wisconsin. Mr. Neff is vice-president and general manager of the Wisconsin Power and Light Company. This was their first trip to the Valley and they expressed surprise at the development here.

Captain Carson has just completed installation of the new pump station at Edinburg, and they are now waiting on Jeff Farmer to add the finishing touches of nice green and aluminum paint.

Improvement in the voltage at Edinburg resulted from the installation of a set of boosters which were cut in on the P. F. E. line.

The general science class of the Junior High School visited the Edinburg plant this month. We also had the Junior and Senior High School classes of San Benito visit the filter plant here. In the absence of Sim Clark, the Valley "Pen-

tagon" correspondent did the talking and he sure was lucky as very few questions were asked so that he answered them quickly and in a matter-of-fact tone, just as if he knew what he was talking about.

In case information is needed regarding accident reports, Manager J. A. Slaughter of Pharr, is ready to supply it.

The construction department at Pharr has done itself proud in the matter of cleaning and repainting the construction office.

Ben Wood has returned from his honeymoon and is back on the job again. He is a fireman but even that is not a real good excuse to get away from friend wife for you can only go when the whistle blows.

Some distinguished visitors were in the Valley this month: Miss Sophia Maliki, Chicago; Mrs. F. A. Tate, Dallas; and Miss Alice Schuetze, General Office. They brought Z. V. Carson along with them. Don't blame them a bit for the boy is good company anywhere.

Eva Nordmeyer was operated on for appendicitis January 6, and is reported to be recovering rapidly. We all hope to see her back on the job again in a few days.

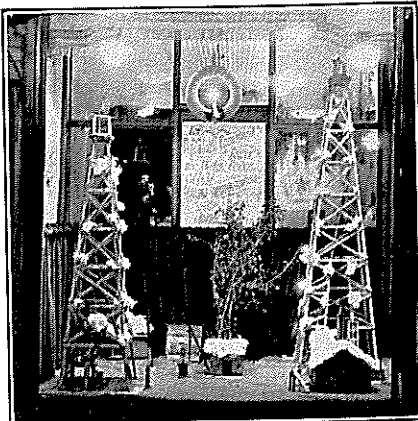
McAllen reports that all have been "flu-ing" there, even the manager. Even at that, they have been some busy up there, since the record shows them shipping out from three to five cars of ice daily.

The two day Managers' and Department Heads' meeting was held at the Memorial Home of the San Benito American Legion on January 23 and 24. Many points were cleared in the minds of all concerned and apparently the meeting was successful from every angle. Enjoyed seeing all the San Antonio department heads, but as usual they were all in a hurry and did not have time to talk much. Mr. Neiswanger presided at the meeting and Bert Epstein was acting secretary.

A permit for the construction of the 100 car cold storage and refrigeration plant at Harlingen was issued by the Cameron County Commissioners' Court this month.

Mr. and Mrs. Ludden were called to Mineral Point, Wisconsin, to the bedside of Mr. Ludden's mother on January 2. Word of her death on January 6, was received with sorrow. Mrs. Ludden was buried at Boscobel, Wisconsin.

Manager Randolph broke into print with a nice interview in the McAllen Press regarding the growth of McAllen and the attitude of the company, stating that we are ready to co-operate at any time and are more than willing to assume our responsibilities as a citizen wherever we serve.



The Luling office wants everyone to know what electricity can do in the oil fields so it erected this miniature working model in its front window.

WINTER GARDENSAM SCHLEICHER, *Correspondent*

The ground is being broken for a new playhouse at Carrizo Springs, which is to cost \$22,000.00.

Ground is being cleared at Carrizo Springs for a city park.

H. G. Voigt of the Commercial Department, in company with Mr. Celkers of the Southern Equipment Company, was a visitor to Carrizo Springs the latter part of the month.

Roberta Yeats is now assistant cashier in the Carrizo Springs office.

Carrizo Springs advises that it is still selling waffle irons as a result of the Christmas campaign.

1238 cars of vegetables have been shipped out the Crystal City district, 1020 cars of which number moved during the month of January.

A district safety meeting was held at Crystal City on January 15th at which we were honored by the presence of J. B. Morton, Director of Safety, and Bee Morrison, District Manager. This is the first meeting we have had since Lee Hugon, District Engineer, was made chairman in this district.

E. B. Neiswanger and J. C. Kennedy made a hurried trip through the Winter Garden District recently. From what we could gather, Laredo was their point of destination, and they seemed in a big hurry to get there from the dust they left behind when they passed through Crystal City. From what we can learn they didn't even raise the windows when they went through Carrizo Springs, Asherton and Catarina.

The City of Crystal City has closed a contract for fourteen ornamental lamps of 400 c.p. each, to be erected up and down the new highway.

The streets of Crystal City are being plowed up preparatory to being paved.

The Crystal City Ice Plant manufactured and sold 4636 tons of ice, or in other words, over 150 tons daily.

The River Spur ice dock is now giving twenty-four hours service. Bill Williams, the foreman, says 24 hours is a long time some days.

Arie Carr, cashier at Crystal City, had nothing else to do so she decided to take the mumps. It developed that she only had this malady on one side, and she says she feels like she is going to have them on the other side in about three weeks. Miss Baugh, assistant cashier, is wondering why she is so uncomfortably healthy.

Arthur Crump, local electrician at Uvalde for eleven long years, and Alice Mae Hurst, assistant cashier of the Uvalde office, surprised their many friends by taking the marriage vows. The nuptials took place at the home of Mrs. A. B. Crump at Crystal City, Saturday, January 5. And here we were beginning

to think of Crump as a confirmed bachelor. Seems like Arthur is receiving more congratulations than Mae—"Whata-matter, Arthur?" We wish you both much success and happiness.

The Tritex Gas Company at Uvalde, has combined with the firm of Moody and Seagraves of Galveston, who have paid up the outstanding indebtedness of the company. They promise to give good service in the future and to make many extensions of service both in Uvalde and throughout the Winter Garden District. They have recently connected with a new well, and are to drill several others.

The S. W. Bell Telephone Company of Uvalde, has been granted a raise in rates and plans to put in improvements to the extent of \$90,000.00. Included in their 1929 building program is a new exchange building, and the installation of the flash system; they also plan to do a great deal of re-building and extending of their lines.

We're wondering what the Winter Garden District Office force (men only) will do for exercise now that a new coffee shop is opening up right next to the office, thereby eliminating the necessity of their daily walks down to the Kincaid.

The Uvalde office has received its new electric sign and is very anxious to get it hung. Mr. Voigt was through on the 23rd and informed Mr. Carper that the work orders had gone through and we could soon put it up.

David Speer of the District Office, has been acting as cashier at Crystal City during Miss Carr's absence.

—(CPL)—

VICTORIALUCILLE MOORE, *Correspondent*

Our load dispatcher reports that Power District No. 1 load has been greatly increased by the Luling oil field.

The dispatching force has been increased by a new member, S. A. Pritchett.

Mr. Sheffey reports that painting of the Victoria plant is just about completed, which greatly improves the appearance of the entire plant. He is very anxious for some warm weather so he can start the long anticipated flower garden.

The following attended the Guadalupe District Managers' meeting, held in Cuero recently: L. M. Levinson, L. Buegner, R. C. Roy, L. H. Miller, B. M. Sheffey, Minnie Sitterle, and Lucille Moore. They brought back some new ideas to put into effect.

L. M. Levinson and daughter, Alice, spent a few days with home folks in Brownsville recently.

Roselle Clegg, formerly employed in the Victoria office, is back with the company again, replacing C. C. Hardin as

local manager at Port Lavaca. We are wishing you luck in your new job, Rosie.

Messrs. Persons, Ray, Menger, Gilder, and O'Neill made a brief visit to Victoria property during the past month.

V. L. Cockereas of the San Antonio Meter Department, is now in Victoria installing the new meter set-up.

L. M. Levinson and Leon Buegner made a flying trip to San Antonio on business during the month.

—(CPL)—

LAREDOARNULFO ZAMORA, *Correspondent*

The Commercial Department has a busy "lot" these days. Rafael del Castillo and Fred Pena have been added to its force. With the following resolutions which Paul Young and his bunch have adopted it is easy to see that they mean business:

To make more sales during 1929.

Work harder during 1929.

Seek better understanding and co-operation with the rest of the organization.

Call on more prospects during 1929.

Increase the connected load more than it was increased during 1928.

Keep the sales room neat and business-like at all times.

Earn more commissions during 1929.

Laredo is getting prepared for the annual Washington Birthday celebration. Many new attractions will take place during the three "gala days" and also the usual bull fights which attract a lot of visitors.

The Central Power and Light Company will see that Laredo is properly illuminated during the celebration. And by the way, it would not be a bad idea if somebody from the other districts paid us a visit during these days. The San Antonio office is usually well represented.

The regular monthly safety meeting was held at the employes hall on February 4th. Safety Director, H. L. Richter, has a large smile on his face after seeing the way the employes are attending these meetings.

Victor Gunnoe, Local Manager at Hebbbronville, was in Laredo to attend the safety meeting.

The following were welcome visitors to the Laredo office last month: E. B. Neiswanger, S. M. Udden, W. P. Gilder, M. A. Ray, G. Menger, E. B. Rhodes, L. A. Pallisard, J. D. Preston, T. A. Gunn, J. R. McCoy, H. G. Voigt, and H. T. Ellsworth.

The City Council is seriously considering the installation of electric traffic signals in the business district. This certainly will improve the present condition, and speed up traffic.

The Laredo District office force is very proud of the new sign that now adorns the office.

1928-PRIZE AWARDS-1929

Offered through the National Electric Light Association for the Best Papers on Subjects relating to the Electric Light and Power Industry

THE AWARDS

DOHERTY PRIZE—A gold medal donated by Mr. Henry L. Doherty, president of H. L. Doherty & Company, for the best paper on any subject relating to the electric light and power industry.

HARRIET BILLINGS PRIZE—A cash award of fifty (\$50) dollars donated by the estate of the late W. C. L. Eglin, former vice-president of The Philadelphia Electric Company, in recognition of Miss Billings' service to the association as secretary in its early days, for the second best paper on any subject relating to the electric light and power industry.

H. M. BYLLESBY ACCOUNTING PRIZE—Cash awards of two hundred and fifty (\$250) dollars, one hundred and fifty (\$150) dollars, and one hundred (\$100) dollars, donated by H. M. Byllesby Company, in memory of Col. H. M. Byllesby, for the three best papers showing how to increase the usefulness of the accountant in the public utility industry.

MARTIN J. INSULL PUBLIC RELATIONS PRIZE—A cash award of two hundred and fifty (\$250) dollars donated by Mr. Martin J. Insull, president of the Middle West Utilities Company, for the best paper dealing with public relations in the electric light and power industry.

JAMES H. MCGRAW ENGINEERING PRIZE—Cash awards of two hundred and fifty (\$250) dollars, one hundred and fifty (\$150) dollars, and one hundred (\$100) dollars, donated by Mr. James H. McGraw, president of the McGraw-Hill Publishing Company, for the three best papers on any engineering or technical subject relating to the electric light and power industry.

JAMES E. DAVIDSON COMMERCIAL PRIZE—Cash awards of two hundred and fifty (\$250) dollars, one hundred and fifty (\$150) dollars, and one hundred (\$100) dollars, donated by Mr. J. E. Davidson, president of the Nebraska Power Company, for the three best papers dealing with commercial or merchandising problems of the electric light and power industry.

EDUCATIONAL PRIZE—A cash award of one hundred (\$100) dollars to the person making the most creditable showing in the educational courses provided by the National Electric Light Association. Inquiries regarding manner of competing for the Educational Prize should be addressed to Mr. Fred R. Jenkins, Chairman, N. E. L. A. Educational Committee, 72 West Adams St., Chicago, Ill.

COMPLETE INFORMATION ON THE AWARDS

Any person or persons engaged in the electric light and power industry is eligible to submit papers and enter the competition. Papers must be the original work of the authors, prepared exclusively for this competition or for N. E. L. A. company section work. The prize for which the papers are submitted must be indicated. It is permissible to submit the same paper as competing for more than one award, as, for instance, the Doherty Award and the Byllesby Award. When such is the case it should be stated on the first page of the manuscript. Not more than a single award, however, will be made for any one paper.

There are no restrictions on the number of papers which may be submitted by contestants. Papers should be typewritten on one side only.

Practicability of the idea incorporated in the paper, clearness, and conciseness of expression are points on which the papers will be judged. Papers may be of any length, and pen and ink drawings or photographs suitable for reproduction may be included.

Papers will not be returned to Contestants, but will become the property of the N. E. L. A. and will be open for inspection at

N. E. L. A. Headquarters to anyone interested. The right to publish in the N. E. L. A. Bulletin any papers entered in the contest is reserved.

On the first page of the manuscript the following information should be shown:

Submitted for the 1928-1929 Award.

Title of paper

Submitted by (Name of Author)

Employed by (Name of Company)

Address (Street, City, State)

The September, October, November and December issues of the N. E. L. A. Bulletin contain prize winning papers for 1927-1928. A list of papers entered in the 1927-1928 contest is published in the October issue of the Bulletin.

Every man and woman engaged in the electrical industry is urged to compete for one of these prizes. There is no limitation on subject matter, as the prizes cover every subject relating to the industry. A specific paper, however, is preferable to a general paper and authors should make some practical application of their subject to the solution of the industry's problems.

Papers should be forwarded to the Secretary of the National Electric Light Association, 420 Lexington Avenue, New York City, and received at N. E. L. A. Headquarters before April 1, 1929. Rules of the U. S. Postoffice Department prohibit any change of the announced date—therefore extension of time will not be made.

Announcements of prize winners will be made at the 52nd N. E. L. A. Convention to be held at Atlantic City, June 3-7, 1929.